The design was a 2 x 2 Type of Brochure format: Picture vs. No Picture, Envelope vs. No Envelope. The participants were 61 female students from the University of California, San Diego. The study was conducted to determine the effectiveness of educational materials for BSE (breast self-examination) in reducing breast cancer risk.

**Method**

Participants were randomly assigned to one of the four conditions: Picture/Envelope (PE), Picture/No Envelope (PNE), No Picture/Envelope (NE), or No Picture/No Envelope (NNE). The PE and PNE conditions included a brochure with a picture of a anatomical model of the female breast. The NE and NNE conditions did not include a picture.

**Materials and Procedure**

The educational materials consisted of two self-report, five to seven page, double-sided questionnaires and the BSE brochure. The self-report questionnaires included demographic information and knowledge about BSE. The BSE brochure was designed to provide information about the importance of regular BSE and step-by-step instructions on how to perform BSE correctly.

The participants were provided with an extra psychology credit for their participation in the study. The study was approved by the Institutional Review Board of the University of California, San Diego.

**Participants**

The study included 61 female students from the University of California, San Diego. The average age of the participants was 21 years old. All participants were undergraduate students enrolled in a psychology course.

**Results**

The results showed that the Picture/Envelope condition resulted in significantly higher levels of knowledge about BSE compared to the other conditions. Participants in the Picture/Envelope condition also reported that they were more likely to perform BSE regularly.

**Conclusion**

The use of a picture in the BSE brochure was effective in increasing knowledge and promoting regular BSE among participants. The findings suggest that educational materials should incorporate visual aids to improve the effectiveness of health education programs.
As predicted, econophbic women were more persuaded by the BSE materials which were most explicit in the communication of the potential benefits of the BSE procedure. They were more likely to provide consistent evidence of the importance of performing the BSE, to assimilate the message, and to report that they would perform the BSE. Econophbic women were also more likely to report that their self-efficacy for performing the BSE increased, that they would be more likely to report that they would perform the BSE, and that they would be more likely to report that they would recommend the procedure to others. Econophbic women were also more likely to report that they would be more likely to perform the BSE, to assimilate the message, and to provide consistent evidence of the importance of performing the BSE. Econophbic women were also more likely to report that they would be more likely to perform the BSE, to assimilate the message, and to provide consistent evidence of the importance of performing the BSE. Econophbic women were also more likely to report that they would be more likely to perform the BSE, to assimilate the message, and to provide consistent evidence of the importance of performing the BSE.


